



## NEWS

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## **Financial Coach Participates in Best Regional Conference for Financial Planners** *William Pitney, Certified Financial Planner™ professional of FocusYOU attends NorCal in San Francisco*

FOSTER CITY, CA (June 5, 2017) – William Pitney, MBA, CFP®, CeFT®, financial planner and coach of FocusYOU attended the 45<sup>th</sup> Annual Financial Planning Association’s NorCal conference (FPA NorCal) in San Francisco held May 30 – May 31. “NorCal continues to raise the bar on its technical content and caliber of speakers,” says Pitney.

FPA NorCal is the premier conference hosted by the regional FPA chapters in the San Francisco Bay Area and Northern California. FPA NorCal is recognized nationally for being one of the very best conferences for CERTIFIED FINANCIAL PLANNER™ professionals and allied financial professionals. The conference, once again, delivered high quality educational sessions and technical workshops by financial experts and keynote speakers.

This year attendees expanded their knowledge in workshops on topics that included advanced student debt management, cybercrime and fraud prevention, impact of rising interest rates on bond prices and a number of sessions on emerging technologies and practice management. The keynote speakers offered opinions and research that challenge conventional wisdom and generally held beliefs about the global economy and people in general.

“Two of the most inspiring sessions were the keynotes of Salman Khan, founder of Khan Academy and Allison Levine, who captained the first American Women’s Everest Expedition,” Pitney asserts. The two keynotes illustrated the power of leadership and how a simple message can inspire others into action.

Pitney said these keynotes challenged him to think about his own leadership and how to spur others into action.

To learn more about Pitney, visit [FocusYou.com](http://FocusYou.com)

#### **About William Pitney**

William Pitney, founder and financial coach of FocusYOU in Foster City and Santa Rosa, California, has been serving clients as a professional financial planner since 2003. He is a member of the Financial Planning Association, Sudden Money Institute, Center for Fiduciary Studies, and International Association of Registered Financial Consultants. Committed to a higher fiduciary standard of excellence, he has passed a rigorous certification and examination process in order to earn the professional designations of CERTIFIED FINANCIAL PLANNER™ professional and Certified Financial Transitionist. FocusYOU delivers practical, fully integrated financial strategies and solutions to address the financial planning needs of clients. For more information, visit [FocusYou.com](http://FocusYou.com).

#### **About FPA NorCal**

The Financial Planning Association NorCal Conference is an annual two-day gathering of the top financial planning professionals from the San Francisco Bay Area and across the United States. Starting in 1971, the NorCal Conference attracts more than 700 financial professionals and affiliated professionals from across the nation.

#### **About Financial Planning Association®**

The Financial Planning Association® (FPA®) is the principal professional organization for CERTIFIED FINANCIAL PLANNER™ (CFP®) professionals, educators, financial services providers and students who seek advancement in a growing, dynamic profession. Through a collaborative effort to provide more than 24,000 members with One Connection™ to tools and resources for professional development, business success, advocacy and community, FPA is the indispensable force in the advancement of today's CFP® professional. Learn more about FPA at [OneFPA.org](http://OneFPA.org).

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